**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. **Prior to online forms how was data collected?**

Data was collected by asking customers to fill out paper forms. This would then be entered into the database, by a data-entry operator.

* 1. **What were the problems with this method of collection?**

Customers would have to wait for the forms to be sent out, and then there was the problem of the customers taking their time to fill out the survey. Then having to sent it back to the organisation. This method also had the added problem of poor hand writing which sometimes made the form illegible.

**Direct data collection: Reasons why organisations acquire data via websites:**

* 1. **Describe four advantages or reasons why organisations directly acquire data from customers.**

- There is no waiting for surveys to be sent out, filled out and then sent back to the organisation.

- Easier to collect, there wouldn’t be a problem with understanding the hand writing of some people, it would be more accurate and the data would be more relevant

- If you acquired the data directly, it would more legible and there would be no problems with the customers understanding what they had to do.

- Time zones, hours open are no longer a problem

* 1. **What is a potential problem with direct access?**

A customer could input incorrect data and it will not be picked up by electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. **Who is of most benefit of purchasing this way?**

The people of most benefit in this situation are people who are struggling to go shopping due to work hours and other commitments.

* + 1. **What is meant by time-poor people?**

People who struggle to fit ordinary things into their day as they have long working hours.

* 1. Feedback
     1. **What is the nature of feedback sought?**

The feedback sought can be varied, but is usually something like the organisation wanting feedback about a program or product, or possibly product research, marketing or to see how their brand is doing in general.

* 1. Online voting

Online voting occurs when people vote via an online solution.

* 1. Social Networking

A Social Networking Site is an online community that encourages members to share ideas, thoughts, photos and videos with other members of their community.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. **Explain the nature of PHP.**

PHP stands for *hypertext pre-processor*. It is very versatile as it can operate on many web servers, operating systems and platforms. It is a cross-platform software program

ASP stands for *active server pages*. ASP net is a app that assists in building dynamic web pages.

* 1. **What is a dynamic webpage?**

A dynamic website which can change at the users request.

* 1. **Give examples of dynamic webpages.**

Google earth is an example, the user inputs a location and then the webpage returns the results with the image.

* 1. **How does JavaScript differ from PHP and ASP?**

PHP and ASP is used by servers where as JavaScript is primarily used by clients.

* 1. **Back-end tools**
     1. **What type of information is sought by back end tools such as cPanel and Google Analytics.**

These sought of tools acquire statistics about the usage of a particular website. E.g. how many people access Facebook (daily), what sort of browsers (Safari, Internet Explorer etc) access Facebook, etc.

* 1. Cookies
     1. **Describe the nature of a cookie.**

A cookie is a file that a web server stores on the user’s computer.

* + 1. **What information does a cookie typically contain?**

Cookies contain data about the user, what websites they use and what their email address is.

* + 1. **How can cookies be misused?**

Cookies can be used as spyware, to steal personal details and usernames and passwords.

* + 1. **What is spyware?**

Spyware is used to track people, and steal personal information and usernames and passwords.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. **Describe the nature of TLS and SSL**

TLS stands for *Transport Layer Security*

SSl is an acronym for *Secure Socket Layer*

They are used to provide security for communications on the internet or intranet.

1. **What is the role of HTTPS software?**

HTTPS stands for *Hyper Text Transfer Secure*. Provides encryption and security in terms of identification of a server.

1. **Which port does HTTPS use? How does this compare to HTTP.**

HTTPS uses a secure port (Port 443), whereas HTTP uses port 80 which isn’t secure.

**Privacy Policies**

1. **What is the role of privacy policies?**

The role of a privacy policy is to provide individuals and organisations with the information that has been collected about them.

1. **What data must a privacy policy contain?**

A privacy policy must contain information on how the data was collected on individuals and/or organisations and to whom it will be disclosed too.

**Shipping and returns policy**

1. **What is the role of these policies?**

The roles of these policies are to assist customers on how to proceed, should their order not meet the needs which have been set.